



MAKING OUTREACH WORK

CONNECTING KIDS TO COVERAGE
NATIONAL CAMPAIGN

7 Ways You Can Share Oral Health Education Materials

The Centers for Medicare & Medicaid Services (CMS) has developed oral health education materials to help expectant mothers and parents of young children learn about developing positive oral health habits early. The following materials can be shared across a variety of channels within the health care community:

- **See a Dentist While You're Pregnant – Tear Pads:** Give this to expectant mothers and parents. It's English-language on one side, and Spanish on the other. (CMS Product No. 11664)
- **Good Dental Habits for Children under Age 3 – Posters & Flyers:** Display the poster in your medical/dental office, or on a community bulletin board. Give the flyer to expectant mothers and parents. The poster comes in an English version or Spanish version. The flyer has English on one side, and Spanish on the other. (Poster: CMS Product No. 11665; 2-Sided Flyer: CMS Product No. 11666)
- **Good Dental Habits for Children of All Ages – Tear-Pads:** Give this to expectant mothers and parents. It's English-language on one side, and Spanish on the other. (CMS Product No. 11774)
- **Dental Care for Children with Special Needs – Handout:** Give this to parents who might need tips for finding a dentist for their children with special needs. It's available in English or Spanish. (CMS Product No. 11895)

The oral health education materials are available in English and Spanish through one of the following methods:

- **Download:** Materials may be downloaded at any time on [InsureKidsNow.gov](https://www.insurekidsnow.gov).
- **Ordered through CMS:** You may order most of the oral health materials at no cost through CMS' Product Ordering Website: productordering.cms.hhs.gov/. Register in advance of ordering and include "Connecting Kids to Coverage" in the "Why I Need Access" field.
- **Request Customized Materials:** CMS can customize any of the materials with your organization's logo at no cost; however, printing would be fulfilled by the organization. Send a customization request to the CMS Division of Design Services. A customization guide outlining the steps to make the request is available on [InsureKidsNow.gov](https://www.insurekidsnow.gov).

Here are 7 ways you can share the oral health education materials:

- 1. Display the materials in your office or clinic.** Place materials in waiting rooms, in literature racks, at the front desk, and in exam rooms. Ask staff to take a few minutes to review the materials and answer any questions. If staff is familiar with the materials they will be more likely to use the information as a conversation starter during the visit and share tips with patients.
- 2. Provide materials to patients during visits.** Give a flyer or a tear pad page to patients at the end of their appointment or staple with other handouts given during the visit. Consider using the tear pad as a prescription for patients who are pregnant to encourage them to see a dentist; there is also room to write additional notes such as a name of a provider. For dentists, consider tucking the flyer into patient goodie bags along with a toothbrush, toothpaste and floss.
- 3. Harness your local OB/GYN and hospital networks.** Reach out to OB/GYNs, hospital maternity wards, and birthing centers to include the flyer in information packets distributed to women who have just given birth, or provide oral health materials to visiting nurses to give to patients during house calls. Encourage instructors of childbirth and parenting classes to hang the posters in classrooms and circulate flyers with other handouts.
- 4. Post the materials online and share through your practice communication channels.** Post a link to the materials on [InsureKidsNow.gov](https://www.insurekidsnow.gov) or the downloadable PDF files on your website, blog or Facebook page. Encourage your followers and partners to share and re-post the links and files. You can also convey messaging through mailings, e-newsletters or reminder postcards. A sample newsletter article and other tools are available at: [InsureKidsNow.gov](https://www.insurekidsnow.gov).
- 5. Distribute materials at community events.** If you participate in local events, such as a community or school festival, local health fair or baby expo, or if you are working with a mobile health unit, distribute materials on site. Be sure to request hard copy materials at least two weeks in advance through CMS' Product Ordering Website.
- 6. Share with all your professional networks and beyond.**
 - Email the links or files to other professionals in your network, either locally or outside of your area, and bring copies to annual meetings.
 - Suggest that staff share flyers with people they know in schools, churches or community-based organizations.
 - If you work with oral health educators (e.g., dentists and hygienists) that attend community events or visit classrooms to teach children about healthy oral habits, such as during Children's Dental Health Month in February, suggest that they bring the oral health materials with them. Teachers can distribute the flyer to parents to reinforce the healthy behaviors shared during your visit and the posters can be placed on bulletin boards.
 - Consider making the oral health materials the subject of a joint meeting between local professional organizations (e.g., pediatricians and dentists or OBGYNs and dentists) as a way to bolster referral networks.
- 7. Inform expectant mothers and parents about free or low-cost coverage available through Medicaid and CHIP.** Some states offer dental coverage for expectant mothers through Medicaid. Children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings are covered by Medicaid and CHIP. Families can learn more or enroll by calling 1-877-KIDS-NOW or by visiting [InsureKidsNow.gov](https://www.insurekidsnow.gov).



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